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Attn: Kent Jedwell



JOHNSON INK WORD WARRIORS

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Proposal re Market Research:

Project

To develop a CD containing birds songs of North America which will enable birdwatchers to identify birds in their natural habitet by their songs. Because the CD is designed to be used with a pain held computer, it will be as portable and convenient as the handbooks that birdwatchers often earry. This CD will add a new sensory dimension to the hobby, without threstening existing visual identification products.

The market for this product potentially consists of all birdwatchers in North America. The initial product launch, however, will be in S.W. Ontario.

Marketing Challenges: While the market for this product has been identified as consisting of birdwarchers, what has not been identified and assessed is marketing information around:

- market size
- demographica
- direct and indirect competition
- distribution channels
- pricing

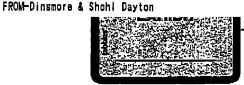
This marketing information is vital, because the spart up costs tree alguificant.

Proposal;

Johnson Ink will undertake a market research project of 100 hours to:

· discover the size and nature of the birdwarehing market in North America, and the SW Ontario segment of that market.

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- · determine demographics around gender, ago, income, geography which will impact the markoning and sales of the CD,
- · determine the most viable distribution channels cg. associations, private businesses, charitable organizations, related trade shows oto.
- · outline the direct and indirect competition and the competitive strategies they are using in the
- anggest prioring sanges

Notes: The market project will begin immediately to meet your needs to move quickly in the market place. It will be completed by Monday and you will be apprised of progress as

This research will get the stage for the first phase of the project, which is to create a test market in S.W. Ontario which while generating theoms will also act as a prototype for marketing this product throughout North America.

Investment: The cost for this is < REDACTED the payment schedule I propose is as follows.

Shares in Project < REDACTED >

Cash Installments to be made in three equal installments of <

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